

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 June2025
Team ID	LTVIP2025TMID49941
Project Name	Toycraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- A Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

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1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

The toy company is unable to track product performance and customer trends effectively. This project uses Tableau to analyze data and provide clear insights for better business decisions.

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

PRANEETH KUMAR

Create regional sales dashboards to identify which areas perform best.

Track product category performance to identify top selling and low performing types.

Use maps to visualize regional demand to better inventory distribution.

Build KPI cards for Time taken, % of repeat, item failure, % of new items, % of a place repeat.

SRI RAM

Track product category performance to identify top selling and low performing types.

Use maps to visualize regional demand to better inventory distribution.

Build KPI cards for Time taken, % of repeat, item failure, % of new items, % of a place repeat.

MAHENDRA

Build KPI cards for Time taken, % of repeat, item failure, % of new items, % of a place repeat.

Visualize product launch timelines using Gantt charts to align release and sales date.

RAHUL

Identify frequently returned or exchanged top 5 items to remove quality or features.

Highlight most profitable product lines to focus marketing efforts.

NARASIMHA

Analyze customer buying patterns to suggest bundles or promotions.

Predict future sales trends using historical data to guide decisions.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

PRANEETH

Create regional sales dashboards.

Segment customers by age group.

SRI RAM

Track product category performance.

Compare current vs. previous year's sales.

MAHENDRA

Build KPI cards.

NARASIMHA

Predict future sales trends.

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

